

Exhibit A

NAMA

35TH

**Western Convention
& Trade Show**

**The Universe of
VENDING**

You ain't seen nothing yet!

P R O G R A M

APRIL 11 - 13, 1996

ANAHEIM, CALIFORNIA

ANAHEIM CONVENTION CENTER

1996 Convention and Trade Show

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CONVENTION & TRADESHOW INFORMATION

REGISTRATION

All NAMA members, exhibitors, nonmembers and visitors must register. Admission to convention and education sessions, trade show and spouse programs is by badge only.

REGISTRATION FEES - CONVENTION & TRADESHOW

	NAMA MEMBERS	NON- MEMBERS
Operators, Distributors, Brokers, Sustaining and Spouses	FREE	\$60.00
Non Exhibiting Machine Manufacturers and Suppliers	\$75.00	\$150

REGISTRATION HOURS

Wednesday, April 10.....	11:00 AM - 5:00 PM
Thursday, April 11.....	7:30 AM - 4:00 PM
Friday, April 12.....	8:00 AM - 4:00 PM
Saturday, April 13.....	8:00 AM - 3:30 PM

TRADESHOW HOURS

Thursday, April 11.....	10:30 AM - 4:00 PM
Friday, April 12.....	10:30 AM - 4:00 PM
Saturday, April 13.....	10:30 AM - 4:00 PM

NOTE:

Trade Show opens each day at 9:30 AM for brokers and distributors.

STROLLERS, CAMERAS and RECORDING DEVICES are not allowed into the Education Sessions or on the Trade Show Floor. Your cooperation will be appreciated.

BADGES

For a quick way to recognize what part of the industry a fellow conventioner represents, here's a list of the badge colors and descriptions:

- RED - Operator Member
- GREEN - Broker, Distributor, Sustaining,
Non-Exhibitor Manufacturer and Supplier Members
- BLUE - Exhibitor
- BLACK - Nonmembers
- YELLOW - Press and Visitors
- PURPLE - NAMA Staff

NAMA member badges are clearly marked for your convenience.

BADGE

The back of your paper badge is encoded with your demographic information, some exhibitors may request this badge in order to capture this information through an electronic lead capturing system. In addition to your paper badge, you will receive a plastic "credit card" type badge. Other exhibitors may use this badge to assist in taking your information for post-show followup in place of your business card.

EDUCATION SESSIONS

All education sessions will be held in the Anaheim Marriott. See pages 14-19 for complete details. Admission to all sessions is by registration badge only.

TRADE SHOW

The trade show is open from 10:30 a.m. to 4:00 p.m. Thursday, Friday and Saturday. An alphabetical listing of all exhibitors begins on page 24. Admission to exhibits is by registration badge only.

SPONSORSHIP LEVELS

GOLD SPONSORS

Automatic Products international, ltd. (Booth #447)
Coca-Cola USA (Booth #245)
Coin Acceptors Inc. (Booth #354)
Frito-Lay, Inc. (Booth #555)
M & M/Mars and Mars Electronics
International (Booth #663)

SILVER

Conlux USA Corporation (Booth #519)
Crane National Vendors (Booth #465)
Dixie-Narco (Booth #487)
General Mills, Inc. (Booth #684)
Kraft Foods, Inc. (Booth #645)
Little Charlies Convenience Foods (Booth #667)
Nabisco, Inc. (Booth #525)
Skywire (Booth #436)
Superior Coffee and Foods (Booth #373)

BRONZE

ECC Vending Products (Booth #929)
Haas Baking Company (Booth #336)
Vendors Exchange International, Inc. (Booth #447)
Veryfine Products, Inc. (Booth #272)

Sponsors

Arrowhead & Calistoga (Booth #861)
California Food & Vending (Booth #920)
Ocean Spray Cranberries (Booth #547)
Polyvend, Inc (Booth #536)
Smiley's Foods (Booth #524)

**Say Thanks to your
Convention Sponsors!**

PROGRAM ITEMS SPONSORED

Spouse Program

Friday, Coca-Cola USA (Booth #245)
Saturday, Crane National Vendors (Booth #465)
Thursday, Hospitality Room, Vendors Exchange
International, Inc. (Booth #447)

Media Room

Conlux USA Corporation (Booth #519)

Message Center

Dixie-Narco (Booth #487)

Show Floor Lounges

Kraft Foods, Inc. (Booth #645)

New Product Showcase

General Mills, Inc. (Booth #684)
Skywire (Booth #436)

Education Patron

M & M/Mars and Mars Electronics
International (Booth #663)
Nabisco, Inc. (Booth #525)

Education Sponsor

Dixie-Narco (Booth #487)

Super Breaks

Coca-Cola USA (Booth #245)
Frito-Lay, Inc. (Booth #555)
Haas Baking Company (Booth #336)
Little Charlies Convenience Foods (Booth #667)
Ocean Spray Cranberries (Booth #547)
Superior Coffee and Foods (Booth #373)
Veryfine Products, Inc. (Booth #272)

Party

Bottled Water-Arrowhead & Calistoga (Booth #861)
Activity Stations-Automatic Products
international, ltd. (Booth #447)
Popcorn-California Food & Vending (Booth #920)
Soft Drinks-Coca-Cola USA (Booth #245)
Activity Stations-Coin Acceptors Inc. (Booth #354)
Caricature Artist-Dixie-Narco (Booth #487)
Beer-ECC Vending Products (Booth #929)
Disc Jockey-Frito-Lay, Inc. (Booth #555)
Chips & Salsa-Frito-Lay, Inc. (Booth #555)
Pizza-Little Charlies Convenience Foods
(Booth #667)
Caricature Artist-Polyvend, Inc (Booth #536)
Pita Rollups-Smiley's Foods (Booth #524)
Coffee-Superior Coffee and Foods (Booth #373)

1996 WESTERN EXHIBITORS

This 35th Annual NAMA Western Trade Show is the largest in our history. Over 200 major suppliers and manufacturers are participating in this marketplace.

The exhibitors have invested much time and money in planning and presenting their exhibits with you in mind. This is a once-a-year opportunity for you and you want to use every one of the 18 valuable hours of exhibit time available to you. Professionals in every exhibit booth are there to help you in every way possible.

We're glad you are here! Enjoy every minute of your Convention and Trade Show!

*Exhibitors who are Convention Sponsors have their company name in bold face. New exhibitors are noted with a • next to their company name. Also, exhibitors offering show specials are noted with a \$ next to their company name. Finally, Exhibitors with Impact are noted with an * next to their name.*

BOOTH

\$•A.G.E......818

1231 NE 8th Avenue
Ft. Lauderdale, FL 33304
TEL NO: 954-527-0907
FAX NO: 954-527-0226

Pre-paid long distance calling card vending machines and cards.

\$•ASC AUDIT SYSTEMS COMPANY.....827

1925 F Greenspring Drive
Timonium, MD 21093
TEL NO: 410-666-3800
FAX NO: 410-666-3872

Retrofit Dex Electronic Audit Devices, pocket size Dex Data Retriever, Route Reporting Software, Portable 'Dumb Mech' testor.

•AT&T CAPITAL CORPORATION.....803

27461 Calle Arroyo, Suite 206-3
San Juan Capistrano, CA 92675-2718
TEL NO: 714-489-9512
FAX NO: 714-489-9511

Automotive and truck financing information.

ABLOY SECURITY, INC......367

6015 Commerce Drive, #450
Irving, TX 75063
TEL NO: 214-753-1127
FAX NO: 214-753-0792

High security locks, padlocks, cam locks, and T-handle cylinders.

ADAMS & BROOKS, INC......766

1915 South Hoover
Los Angeles, CA 91106
TEL NO: 213-749-3226
FAX NO: 213-746-7614

P-Nuttles Butter Toffee Nuts, Coffee Rio Coffee Candy, Cup-O-Gold, Cherry-A-Let, Fairtime Taffy, Lollipops.

- ...500 **KIC PRODUCTS**778
P.O. Box 56
Peterborough, NH 03458-0056
TEL NO: 800-818-1932
FAX NO: 603-924-7663
Manufacturer and supplier of 'PRESAT' brand cleaning cards for dollar bill readers and magstripe readers. We will be introducing our new 'Opaque' cleaning cards.
- ..812 **KRAFT FOODS, INC.**645
NORTH AMERICAN FOODSERVICE DIVISION
dfs. One Kraft Court
Glenview, IL 60025
377 TEL NO: 847-646-4287
FAX NO: 847-646-6838
General Foods International Coffee and beverage products; Oscar Mayer brand frozen and refrigerated food products; Breyer's yogurts; Jell-O brand desserts.
- nd* **LANCE, INC.**779
P.O. Box 32368
14 Charlotte, NC 28232-2368
TEL NO: 704-554-1421
FAX NO: 704-556-5638
Complete line of filled sandwich crackers and cookies, fat free and reduced fat products, nuts, potato chips, cakes and snack crackers.
- 'ly ar* **LITTLE CHARLIES CONVENIENCE FOODS**667
115 W. College Drive
Marshall, MN 56258
5 TEL NO: 507-532-3241
FAX NO: 507-537-8291
Stuffed Pockets, Baker's Hearth sandwiches, Bagel Wraps, Pizza Sensations, 5" Pizza, IW egg rolls, Hot Potato, Lean Select pockets.
- LOBO SALES & MARKETING**724
E680 W. Lowes Creek Rd.
Eleva, WI 54738
TEL NO: 715-287-3535
FAX NO: 715-287-3536
Candy, snack and soda vending equipment for 'small locations'. All mechanical, non-electric floor model vending equipment.
- M & M/MARS**663
800 High Street
Hackettstown, NJ 07840
TEL NO: 908-852-1000
FAX NO: 908-850-2734
Reduced calorie & fat products; ice cream, confectionery.
- MARS ELECTRONICS INTERNATIONAL**663
Brandywine Industrial Park
1301 Wilson Drive
West Chester, PA 19380
TEL NO: 610-430-2500
FAX NO: 610-430-2694
Mars Electronics International will display electronic coin changers and bill acceptors for use in various vending applications.
- BOLD FACE COMPANY** denotes Convention Sponsorship
• First Time Exhibitor
* Show Specials

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